

AbstractProcess for displaying broadcast and recorded
transmissions possessing a common characteristic and
associated receiver

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10 The invention relates to the receiving and displaying of short audiovisual transmissions broadcast by a transmitter to digital television receivers. The receivers are furnished with a large recording capacity. The short audiovisual transmissions are typically advertising spots. According to the invention, the short audiovisual transmissions are, upon reception in the receiver, automatically replaced by transmissions of the same type previously recorded in the receiver. The receiver resumes normal displaying of the transmissions at the end of the broadcasting of the audiovisual transmissions of a certain type.

15 The recording of the transmissions can be performed according to the preferences of the user. The preferences of the user are defined during a configuration phase.

20 The invention also relates to the receiver for implementing the process.

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Figure 2